

Solo Linguistic Evaluation

Readability	9	<u>OK</u>
Memorability	10	
Pronunciation	9	
Obsolescence	9	
Fit to Concept	9	
Plurality	9	

2060178121



Palms

Linguistic Evaluation

Readability	8
Memorability	9 *
Pronunciation	8
Obsolescence	9
Fit to Concept	9 *
Plurality	--

2060178122

Addison Whitney

Trax

Linguistic Evaluation

Readability	8
Memorability	9
Pronunciation	8
Obsolescence	8
Fit to Concept	8 1
Plurality	--

2060178123



Shades Linguistic Evaluation

Readability	9
Memorability	9
Pronunciation	9
Obsolescence	8
Fit to Concept	9
Plurality	--

2060178124

Addison Whitney

Metro

Linguistic Evaluation

Readability	9
Memorability	9
Pronunciation	8
Obsolescence	8
Fit to Concept	9
Plurality	9

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Addison Whitney

Tune

Linguistic Evaluation

Readability	9
Memorability	9
Pronunciation	9
Obsolescence	9
Fit to Concept	8
Plurality	9

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Addison Whitney

Flash

Linguistic Evaluation

Readability	9
Memorability	9
Pronunciation	9
Obsolescence	8
Fit to Concept	7
Plurality	7

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Addison Whitney

Jazz

Linguistic Evaluation

Good

Readability	9
Memorability	10
Pronunciation	10
Obsolescence	9
Fit to Concept	9 =
Plurality	--

2060178128

Addison Whitney

Spirit

Linguistic Evaluation

Readability	10	<u>Good</u>
Memorability	9	
Pronunciation	10	
Obsolescence	9	
Fit to Concept	9	
Plurality	9	

2060178129

Addison Whitney

Regal Linguistic Evaluation

Readability	9	
Memorability	8	
Pronunciation	9	
Obsolescence	9	
Fit to Concept	7	low
Plurality	8	

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Addison Whitney

Aries

Linguistic Evaluation

Readability	9
Memorability	9
Pronunciation	8
Obsolescence	8
Fit to Concept	8
Plurality	8

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Addison Whitney

Sage Linguistic Evaluation

Readability	9
Memorability	8
Pronunciation	8
Obsolescence	9
Fit to Concept	9
Plurality	6 ← lw

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Addison Whitney

Jade

Linguistic Evaluation

Readability	10
Memorability	10
Pronunciation	9
Obsolescence	9
Fit to Concept	9
Plurality	9

Good

2060178133

Addison Whitney

Gem

Linguistic Evaluation

Readability	10
Memorability	9
Pronunciation	9
Obsolescence	8
Fit to Concept	8
Plurality	9

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Addison Whitney

Mariner

Linguistic Evaluation

Readability	9
Memorability	8
Pronunciation	9
Obsolescence	9
Fit to Concept	9
Plurality	8

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Addison Whitney

Majestic Linguistic Evaluation

Readability	8
Memorability	8
Pronunciation	9
Obsolescence	9
Fit to Concept	9
Plurality	9

2060178138

Addison Whitney

Catalina

Linguistic Evaluation

Readability	8
Memorability	9
Pronunciation	8
Obsolescence	8
Fit to Concept	9
Plurality	9

2060178137

Addison Whitney

Wave

Linguistic Evaluation

OK

Readability	10
Memorability	9
Pronunciation	10
Obsolescence	9
Fit to Concept	9
Plurality	8

2060178138

Addison Whitney

Clipper Linguistic Evaluation

Good

Readability	9
Memorability	10
Pronunciation	9
Obsolescence	9
Fit to Concept	10 ⊗
Plurality	9

2060178139

Addison Whitney

Epic

Linguistic Evaluation

Readability	9
Memorability	9
Pronunciation	9
Obsolescence	8
Fit to Concept	8
Plurality	8

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Addison Whitney